

Abstract of the Disclosure

5 A store apparatus 1 stores a point calculation method that is applied usually, and stores also specific combinations of commodities names, as well as a specific point calculation method that is applied to those specific combinations. When an order of commodities is received from an ordering apparatus 1, it is judged if those commodities are one of the specific combinations of commodities. When it is one of the specific combinations, 10 points are calculated using the specific point calculation method. By making the specific point calculation method more advantageous to customers than the usual point calculation method, it is possible to excite customers' will to purchase the specific 15 commodities.